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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**In re application of:** SWIX, Scott R.

**Group Art Unit:** 3622

**Application No.** 10/020,779

**Examiner:** VAN BRAMER, John W.

**Filed:** December 14, 2001

**Attorney Docket:** 01377

**TITLE:** "Advertising and Content Management Systems and Methods"

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**37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being electronically and/or facsimile transmitted to the United States Patent and Trademark Office.

Scott P. Zimmerman

Name of Person Transmitting This Paper

A black and white image of a handwritten signature, which appears to be "SPZ", written in white ink on a black rectangular background.

February 16, 2009

Date of Transmission

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**RESPONSE TO JANUARY 23, 2009 NOTICE OF  
NON-COMPLIANT AMENDMENT**

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Commissioner for Patents:

The Assignee respectfully requests entry of the following amendment and remarks in response to the Notice mailed January 23, 2009. The previously submitted amendment was denied entry as being unresponsive. The Assignee hereby resubmits claim amendments to a consistent invention.